Cultural services remediated in Second Life

The case of Info Island DK

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Cultural services remediated in Second Life
The case of Info Island DK

What it is

What it offered

Adoption challenges

Remediation?

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- project report,
- project documents,
- Flickr images,
- Bibstream movie,
- interviews with
  - project owner,
  - project manager,
 - 8 project members,
  - Second Life designer.

Info Island DK

It seemed most appropriate to try to design a spectacular setting.
(Project owner)

*But actually much effort
went into copying
physical buildings in
the way it was
constructed.
And there was quite
a bit of conventional
thinking. But all the
time, this is how we
discussed. It did not
necessarily have to
be so, but falling
into that ditch was
easy.*
(Fanny)
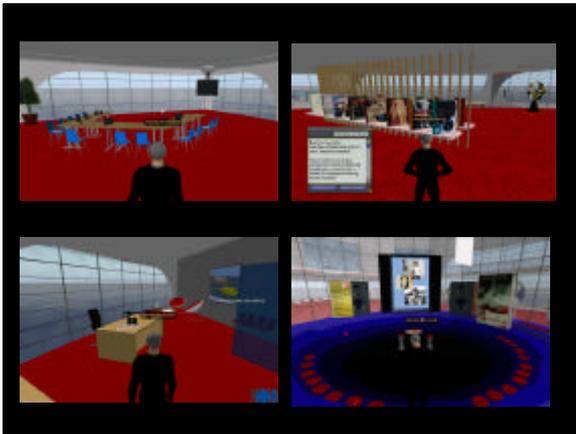
Library cultural services

static
• exhibitions.

interactive
• meet-the-author,
• book discussions,
• guided tours,
• lecture,
• concert,
• building workshops.

Library information services

avatar-to-avatar
• in-world duty,
• tour of island.

avatar-to-object
• notecardpop-ups,
• in-world links,
• WWW-links.

perceived attributes of innovations

Relative advantage
how the innovation is perceived to be an improvement
Compatibility
consistency with existing experience, values and needs
Complexity
perceived difficulty in understanding and using an innovation
Trialability
the degree to which an innovation can be experimented with
Observability
how visible the results of an innovation are to others

Rogers, E. M. (2003). Diffusion of innovations (5th ed.).
New York; London; Toronto; Sydney: Free Press.

Danish library users

Danish Second Life users

Librarians at Danish public libraries

Project members

(20)

(2.238 + 1.943; 6/107 libraries)

(ca. 3.000 in 2007; 80 - 160 visits pr. week)

(population 5.5 mill.)

Relative advantage

In-world events

- immersive experience,
- across boundaries,
- inter-library cooperation,
- empowerment, local libraries,
- convenient.

Relative advantage

Not remediated services

- Web links,
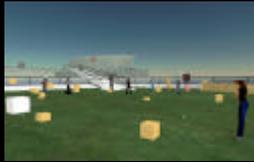- In-world duty.

Compatibility

- self-understanding,
- traditional library role.

- uninterested colleagues,
- negative publicity,
- loneliness,
- poor working conditions,
- few use it to-day.

Complexity

• steep learning curve,
• difficult to build,
• technical difficulties,
• difficult to teach hands-on.

Trialability

• 'portal' to SL
• cooperation
      LiteraTour in Library 2.0
      Vestfolk Fylkesbibliotek
      Cph. University Library

• few Danish public libraries
• diffucult to access
• few users

Observability

• poor media promotion
• few real life events
• negative discourse

Remediation

• Info Island DK and all the others

• No simple 'translation'
• Not the web
• Not a game